

CARL WOOD

Ecommerce Expert



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Open24Seven

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OPEN 24 SEVEN

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 ALEXANDER FRANCIS



As the Ecommerce Manager for Open24Seven, I have achieved remarkable results, improving **sales by 46%**, increasing website **visitors by 32%**, and boosting the **conversion rate by 10%** (year on year) for the main e-commerce site (Green Feathers).

Additionally, I successfully led the **launch** of the Solar Camera project, which quickly became the **second-best seller**.

Managing a £5 million per year portfolio of websites, I implemented cutting-edge strategies that consistently attracted more **monthly website visitors** and significantly elevated **average sales** and **order values**.



Analytics

Minimize

Last month

Compare: Previous year

Auto-refresh

All Stores **Unsupported**

Open 24 Seven LTD.

GBP

Total sales

£34.06K GBP

Total orders

300

Green Feathers

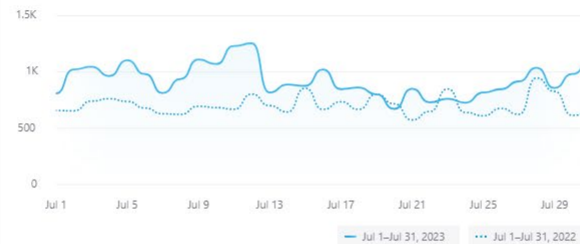
Total sales

£30,362.91 ▲ 46%



Online store sessions

28,758 ▲ 32%



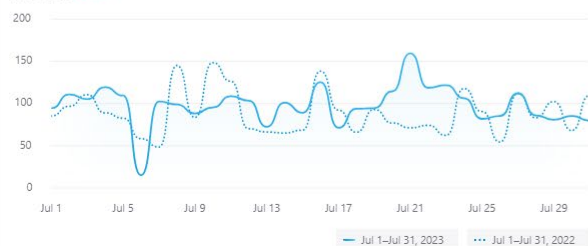
Online store conversion rate

0.85% ▲ 10%

Added to cart 393 sessions	1.37%	▲ 10%
Reached checkout 440 sessions	1.53%	▲ 30%
Sessions converted 245 sessions	0.85%	▲ 10%

Average order value

£98.37 ▲ 11%



Top selling products

WiFi Bird Box Camera (3rd Gen)

43 ▲ 48%

DC Power Extension Cable with 2.1mm/5.5mm Jack

36 ▲ 16%

Daytime LED Lamp for Bird Boxes

30 ▲ 30%

Solar Powered WiFi Bird Box Camera

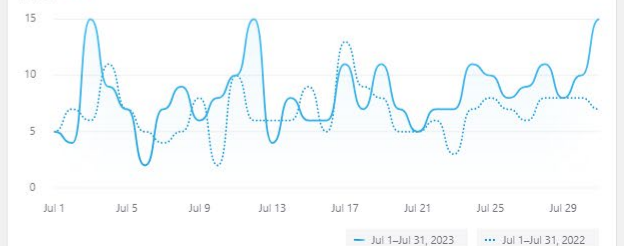
19

Camera Compatible MicroSD Memory Card

18 ▲ 29%

Total orders

258 ▲ 23%





DON'T KNOW WHERE TO START?
Take our camera chooser quiz



FUSS-FREE 30 DAY RETURNS
+ 3 year guarantee as standard



FREE UK DELIVERY OVER £50
Express Delivery Available

new

Solar Powered WiFi Camera

Your wirefree solution to
Birdwatching on your phone...



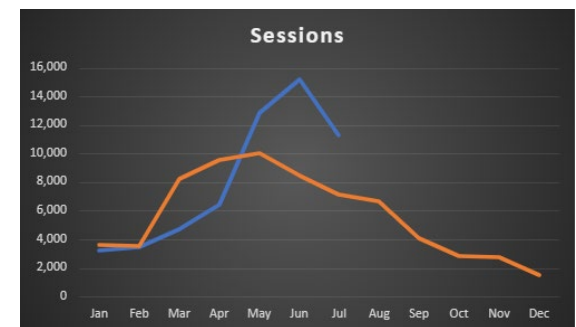
UPGRADE YOUR CAMERA TODAY

Product Launch Solar Wifi Camera

- Launched in June
- 1st Consignment (100) - Sold Out
- 2nd most popular Camera in July



-
- Visitor numbers up 32% (YoY)
 - Significant improvement in SEO
 - Conversion Rate up to 0.25 from 0.1 in March/April



Managing Campaigns



SAVE UP TO 25% ON LUXURY GARDEN FURNITURE AT ALEXANDER FRANCIS!

OUR BIGGEST EVER SUMMER SALE!

[while stocks last]

Get ready to transform your outdoor oasis with our **sizzling summer sale** at Alexander Francis! For a **limited time only**, you have the opportunity to **save big** on our exquisite range of **luxury garden furniture**. Imagine **hosting** in the sun, hosting unforgettable gatherings, and creating cherished memories, all while **enjoying substantial savings**.

Our **luxury garden furniture** is meticulously crafted using the **finest materials**, ensuring both **comfort and durability**. Experience the unparalleled quality and sophistication that Alexander Francis is renowned for, while **enjoying significant savings**.

Whether you're looking to revamp your patio, deck, or garden, our extensive collection offers a wide range of styles to suit your taste. From sleek modern designs to timeless classics, **we have the perfect pieces** to **elevate your outdoor living experience**.

[EXPLORE THE SALE NOW!](#)





J&K AQUATICS

The Complete Aquatic Service



J&K AQUATICS

The Complete Aquatic Service



Watermarque

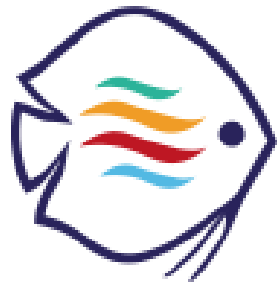
aquatics, reptiles and more



Brought to you by



J&K AQUATICS
The Complete Aquatic Service



J&K AQUATICS

The Complete Aquatic Service

As Marketing Manager for J&K Aquatics, I focused on building, **managing, developing,** and **launching** the **B2BWebsite** on Shopify Plus.

The successful launch of this website resulted in **£6.7 million in sales** during its first six months and established it as one of the **market leaders** in the sector.

I also designed and built four **B2C Websites** on **WooCommerce**, one of which was nominated as the '**Best Newcomer**' at the World Commerce Awards.



J&K Aquatics B2B Website Launched March 2022

- Revenue £6.7+m in first 6 months
- Conversion Rate improved to 8.8% from 7.8%
- Bounce Rate dropped to 3% from 5%
- Exit Rate dropped to 6% from 12%

UK	Revenue £6,125,547	E-commerce Conversion Rate 8.24%	Transactions 11137	Avg. Order Value £550
Ireland	Revenue € 671,766	E-commerce Conversion Rate 9.46%	Transactions 986	Avg. Order Value € 681
Combined	Revenue £6,717,428	E-commerce Conversion Rate 8.85%	Transactions 12213	Avg. Order Value £550

Email Campaigns

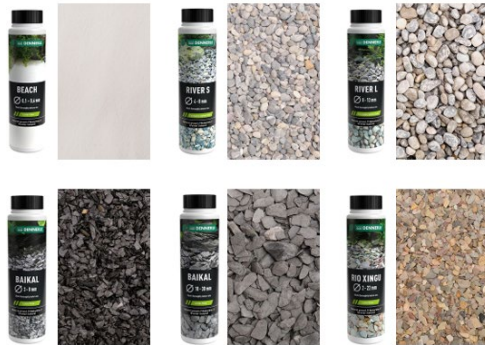
NEW:

Dennerle Plantahunter Gravels



Plantahunter Gravels

Give your Aquascape a touch of something special with this new range of aquarium substrates. Dennerle Plantahunter natural gravel has been carefully selected to help you create a spectacular looking aquarium. These are ideal for decorating aquascapes, natural biotopes, tropical community and coldwater aquariums. They will bring attractive colour contrasts and exciting highlights, whenever they are placed. Plantahunter gravel is 100% natural, and is available in many different attractive shapes and colours.



Item No.	Description	RRP	Trade Price	SSP
GB118	Plantahunter Beach Gravel 6.3-14.0mm 500g	£7.00	£3.11	£3.65
GB119	Plantahunter River Gravel 5 500g	£6.45	£2.68	£4.85
GB120	Plantahunter River Gravel 1 500g	£6.45	£2.68	£4.85
GB121	Plantahunter Rainfall Gravel 5 500g	£6.45	£2.68	£4.85
GB122	Plantahunter Rainfall Gravel 1 500g	£6.45	£2.68	£4.85
GB123	Plantahunter Rio Xing Gravel 500g	£6.45	£2.68	£4.85

538 Recipients

Audience: J&K Aquatics - Master DB (Tags: Offers)

Delivered: Sat, Apr 1, 2023 12:00 pm

Subject: Your offers for April 2023. 📧

[View email](#) · [Download](#) · [Print](#) · [Share](#)

327
Opened

162
Clicked

3
Bounced

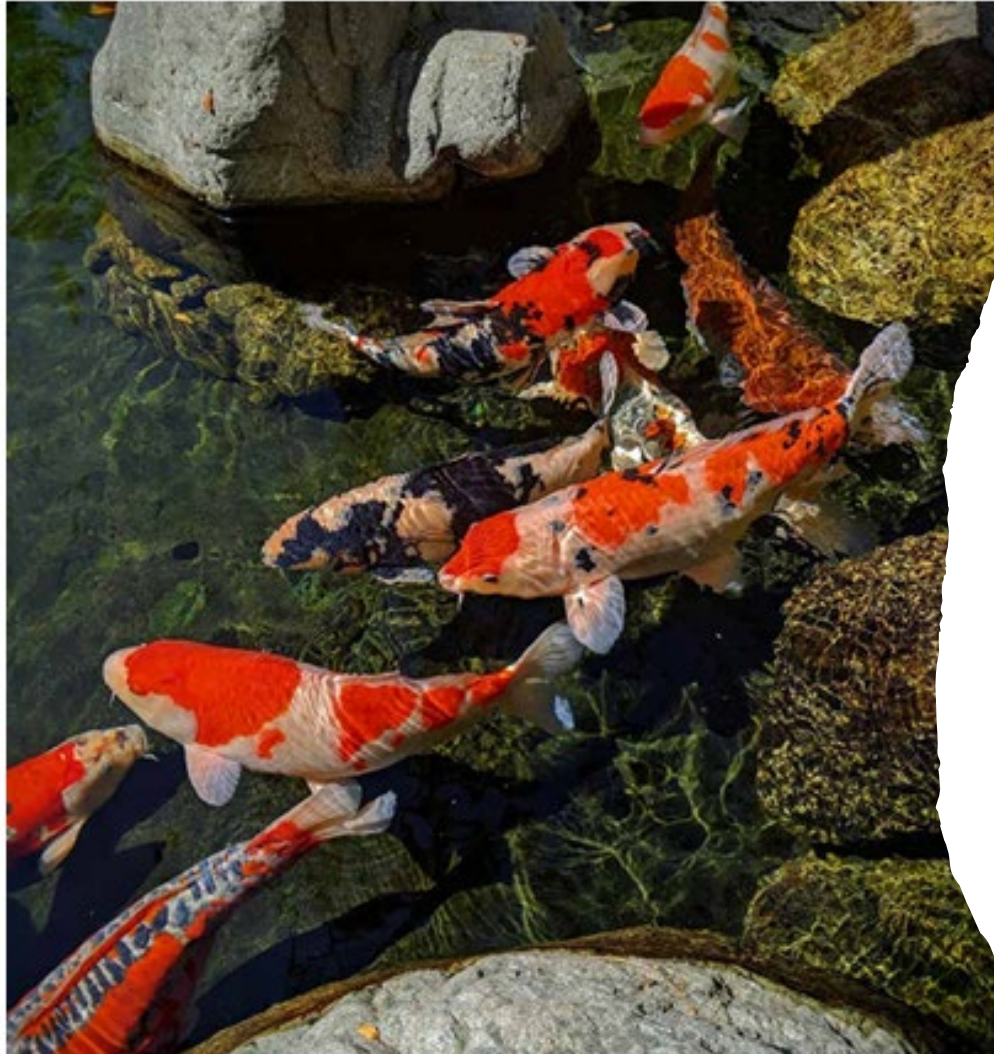
1
Unsubscribed

Successful deliveries	535	99.4%	Clicks per unique opens	49.5%
Total opens	656		Total clicks	384
Last opened	4/13/23 12:09PM		Last clicked	4/12/23 2:18PM
Forwarded	0		Abuse reports	0

120
Orders

£366.49
Average order revenue

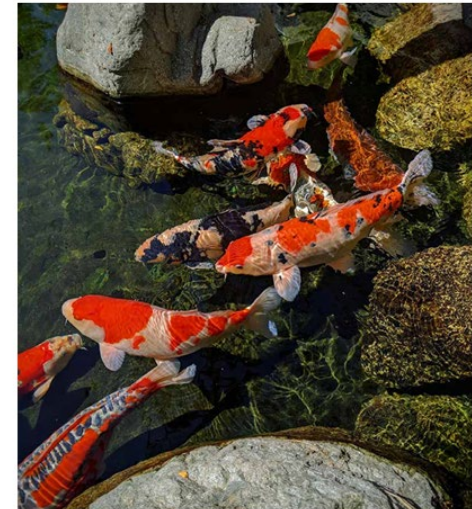
£43,978.74
Total revenue



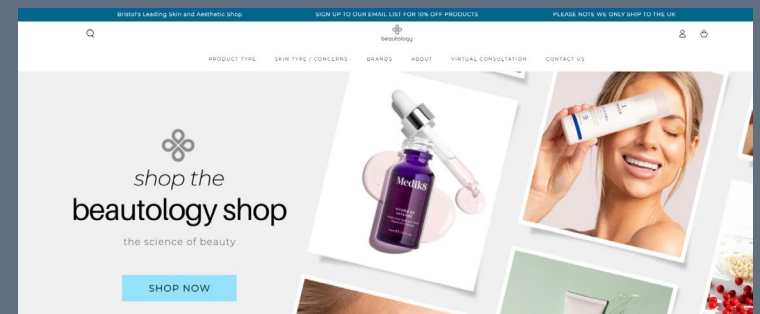
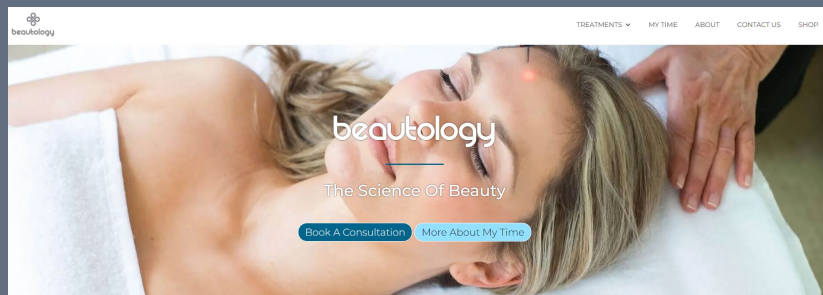
Promotional Catalogues



POND PRE-SEASON 2023



This is an advertising booklet. All offers featured are valid until 31st March 2023 unless otherwise stated. J&K Aquatics reserve the right to withdraw offers at any time, all offers subject to stock availability. All prices are trade and exclude VAT unless otherwise specified. Lowest priced item free on all FOC offers unless otherwise stated. J&K Aquatics normal terms of trade apply. Company Reg. 01949159. VAT No. 386142721





As Marketing Manager at Beautology UK Ltd, I was responsible for **all digital marketing channels**, including **Email Marketing, Google Ads, Facebook Ads, Google My Business, SEO, Google Analytics, and CRM Marketing.**

My contributions played a significant role in establishing Beautology as **Bristol's leading independent Aesthetic Clinic.**

In March 2023 (lockdown) I **launched BeautologyShop**, within **one week**, the platform was earning (much needed) income. The store now represents **50% of the company's business** and is a **leader in the sector.**